

METHOD FOR PRIVATE DISTRIBUTION OF PRINTED ADVERTISING MATERIAL

ABSTRACT

5 A method for private distribution of printed advertising materials includes the steps
of: (a) receiving at a publishing house an order from a customer for direct distribution
advertising materials intended for distribution to recipients, (b) creating the advertising
materials at the publishing house, (c) repeating steps (a) and (b) for a plurality of customers,
(d) transporting the advertising materials created pursuant to (a)-(c) to one of a number of
10 distribution centers associated with predetermined delivery regions, (e) bundling the sorted
advertising materials so that advertising materials created for different customers for delivery
to a single recipient address are grouped together, (f) dividing the packaged advertising
materials up into delivery groups based on a predetermined delivery scheme, (g) providing a
delivery group to each of a number of delivery couriers; and (i) hand delivering by the
15 delivery couriers the sorted, packaged advertising materials to the recipients according to the
delivery scheme.